

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>218473</b>
	Alt Order #:	06868914
	Product Desc:	10/30-11/6 PRIORITIES USA ACT
	Estimate:	1895
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	REG

WVBT

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

<b>Agency</b>	<b>Name:</b>	<b>Mundy Katowitz Media</b>
	Buying Contact:	
	Billing Contact:	
		1322 G Street, Southeast
		Washington, DC 20003

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Priorities USA Action
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P2
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN7584/SP7302

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	18	\$14,150.00	\$12,027.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	18	\$14,150.00	\$12,027.50	0.00
<b>Totals</b>	<b>18</b>	<b>\$14,150.00</b>	<b>\$12,027.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WVBT	6%	\$14,150.00
Market	100%	\$235,833.33

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	36%	\$84,900.00
WGNT	6%	\$14,150.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$49,525.00
WTVZ	5%	\$11,791.67
WVEC	26%	\$61,316.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/30/12	10/30/12	M-F 6-7a Daily Buzz	CM	6-7a	- T- - - - -	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
DAILY BUZZ 1<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- T- - - - -		1		\$75.00		0.00					
E 2	WVBT	10/31/12	10/31/12	M-F 6-7a Daily Buzz	CM	6-7a	- - W- - - -	:30	1	\$75.00	P2	0.00	NM	1	\$75.00

Advertiser:	POL/Priorities USA Action
Product Desc:	10/30-11/6 PRIORITIES USA ACT
Estimate:	1895

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DAILY BUZZ 1<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	--W----			1			\$75.00			0.00		
E 3	WVBT	11/01/12	11/01/12	M-F 6-7a Daily Buzz	CM	6-7a	---T---	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
DAILY BUZZ 1<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---			1			\$75.00			0.00		
E 4	WVBT	11/02/12	11/02/12	M-F 6-7a Daily Buzz	CM	6-7a	----F--	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
DAILY BUZZ 1<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--			1			\$75.00			0.00		
E 5	WVBT	11/05/12	11/05/12	M-F 6-7a Daily Buzz	CM	6-7a	M-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
DAILY BUZZ 1<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----			1			\$75.00			0.00		
E 6	WVBT	11/06/12	11/06/12	M-F 6-7a Daily Buzz	CM	6-7a	-T-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
DAILY BUZZ 1<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		11/05/12	11/11/12	-T-----			1			\$75.00			0.00		
E 7	WVBT	10/30/12	10/30/12	M-F 6-7p Maury Povich	CM	6-7p	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	-T-----			1			\$500.00			0.00		
E 8	WVBT	10/31/12	10/31/12	M-F 6-7p Maury Povich	CM	6-7p	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	--W----			1			\$500.00			0.00		
E 9	WVBT	11/01/12	11/01/12	M-F 6-7p Maury Povich	CM	6-7p	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---			1			\$500.00			0.00		
E 10	WVBT	11/02/12	11/02/12	M-F 6-7p Maury Povich	CM	6-7p	----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--			1			\$500.00			0.00		
E 11	WVBT	11/05/12	11/05/12	M-F 6-7p Maury Povich	CM	6-7p	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----			1			\$500.00			0.00		
E 12	WVBT	11/01/12	11/01/12	M-F 730-8p DISH Nation	CM	730-8p	---T---	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
ACCESS HOLLYWD<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---			1			\$600.00			0.00		
E 13	WVBT	11/02/12	11/02/12	M-F 730-8p DISH Nation	CM	730-8p	----F--	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
ACCESS HOLLYWD<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--			1			\$600.00			0.00		
E 14	WVBT	10/30/12	10/30/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-T-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WVBT FOX NEWS<															

Order / Rev: 218473  
 Alt Order #: 06868914  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: POL/Priorities USA Action  
 Product Desc: 10/30-11/6 PRIORITIES USA ACT  
 Estimate: 1895

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	10/30/12	10/30/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- T - - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WVBT FOX NEWS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- T - - - - -		1				\$2,000.00		0.00			
E 15	WVBT	10/31/12	10/31/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- - W - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WVBT FOX NEWS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - W - - - -		1				\$2,000.00		0.00			
E 16	WVBT	11/01/12	11/01/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- - - T - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WVBT FOX NEWS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - T - - -		1				\$2,000.00		0.00			
E 17	WVBT	11/02/12	11/02/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- - - - F - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WVBT FOX NEWS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - F - -		1				\$2,000.00		0.00			
E 18	WVBT	11/05/12	11/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M - - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WVBT FOX NEWS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M - - - - -		1				\$2,000.00		0.00			
													Totals	18	\$14,150.00